

Station WAVY-TV NORFOLK, VA.	Agency () MENTZER MEDIA	Rep Firm
Advertiser () 60 PLUS ASSOCIATION	600 FAIRMONT AVE, S#306	Sales Office () PHILADELPHIA
Product 60 PLUS ASSOCIATION	TOWSON, MD 21286	Salesperson () ANJIE BRADY
Estimate# 378	Agency C/P1/P2/E //378	
Buyer STEPHANIE KOHLBAUER	Flight Dates 08/29/2012 - 09/04/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: 60 PLUS ASSOCIATION SC=*

-- REMARKS --

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$41,100
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	7A-9A		:30	\$2,000.00	08/29-08/31	2	1	2	\$4,000.00	
				Buyline Comment: TODAY SHOW								
	2	W-F	11A-12P		:30	\$200.00	08/29-08/31	6	1	6	\$1,200.00	
				Buyline Comment: HAMPTON ROADS SHOW								
	3	W-F	12P-1P		:30	\$300.00	08/29-08/31	6	1	6	\$1,800.00	
				Buyline Comment: NOON NEWS								
	4	W-F	6P-630P		:30	\$2,000.00	08/29-08/31	3	1	3	\$6,000.00	
				Buyline Comment: 6PM NEWS								
	5	W-F	11P-1135P		:30	\$2,000.00	08/29-08/31	3	1	3	\$6,000.00	
				Buyline Comment: LATE NEWS								
	6	W-F	1135P-1235A		:30	\$500.00	08/29-08/31	3	1	3	\$1,500.00	
				Buyline Comment: TONIGHT SHOW								
	7	SA	6A-7A		:30	\$500.00	09/01-09/01	1	1	1	\$500.00	
				Buyline Comment: SATURDAY EARLY AM NEWS								

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	8	SA	7A-8A	----- Buyline Comment: SATURDAY AM NEWS	:30	\$800.00	09/01-09/01	1	1	1	\$800.00	-----
	9	SA	6P-630P	----- Buyline Comment: SATURDAY 6PM NEWS	:30	\$500.00	09/01-09/01	2	1	2	\$1,000.00	
	10	SA	7P-8P	----- Buyline Comment: ENTERTAINMENT THIS WEEK	:30	\$300.00	09/01-09/01	1	1	1	\$300.00	
	11	SU	7A-8A	----- Buyline Comment: SUNDAY AM NEWS	:30	\$800.00	09/02-09/02	1	1	1	\$800.00	
	12	SU	6P-7P	----- Buyline Comment: SUNDAY 6PM NEWS	:30	\$500.00	09/02-09/02	2	1	2	\$1,000.00	
	13	SU	11P-1135P	----- Buyline Comment: SUNDAY LATE NEWS	:30	\$2,000.00	09/02-09/02	1	1	1	\$2,000.00	
	14	M-TU	7A-9A	----- Buyline Comment: TODAY SHOW	:30	\$2,000.00	09/03-09/04	1	1	1	\$2,000.00	
	15	M-TU	11A-12P	----- Buyline Comment: HAMPTON ROADS SHOW	:30	\$200.00	09/03-09/04	4	1	4	\$800.00	
	16	M-TU	12P-1P	----- Buyline Comment: NOON NEWS	:30	\$300.00	09/03-09/04	2	1	2	\$600.00	
	17	M-TU	6P-630P	----- Buyline Comment: 6PM NEWS	:30	\$2,000.00	09/03-09/04	2	1	2	\$4,000.00	
	18	M-TU	11P-1135P	----- Buyline Comment: LATE NEWS	:30	\$2,000.00	09/03-09/04	2	1	2	\$4,000.00	

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---	---	---	---	---	---	---	---	---	---	---	---	---
	19	M-TU	1135P-1235A		:30	\$500.00	09/03-09/04	2	1	2	\$1,000.00	
Buyline Comment: TONIGHT SHOW												
	20	SU	9A-10A		:30	\$1,800.00	09/02-09/02	1	1	1	\$1,800.00	
Buyline Comment: MEET THE PRESS												

--REPORT TOTALS--
Report Totals: 46 / \$41,100.00

--SALES MONTHLY TOTALS--

Sep 12: 46 / \$41,100.00
Sales Totals: 46 / \$41,100.00
Station Totals: 46 / \$41,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$117,429	CATV 0%	WAVY 35%	WGNT 0%	WPXV 0%	WTKR 43%
		WTVZ 0%	WVBT 5%	WVEC 17%		

--COMPETITIVE COMMENTS--
COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA50+

-- CREDIT RISK ---
CASH IN ADVANCE